

GRAPHICS OF THE AMERICAS
The Miami Beach Convention Center
Miami, Florida
March 1– 3, 2012
<http://www.graphicsoftheamericas.com>

SUMMARY

Graphics of Americas (GOA) is one of the printing industry's largest annual combined exposition and education events in the United States. With worldwide attendance, GOA is a unique event that attracts an average audience of 9,800 printers, designers, and creative professionals from over 90 countries. The diverse attendance provides a wide opportunity for networking. GOA's combined expo and conference provides attendees and exhibitors with a venue that addresses the needs of both end-users and printers. Not only does GOA offer excellent seminars and conferences, it also provides hands-on training labs and vendor tutorials right on the show floor. In addition, GOA provides a world-class educational program with select bi-lingual sessions.

1. General Description, Product Categories/Technical Programs/Conferences

GOA is the official U. S. trade show of CONLATINGRAF (Confederation of Latin American Graphics Arts Industries). It is the second largest graphic show in the United States. It is also the only annual national & international graphic communications show in the United States. The continued international presence at GOA is a reflection of the addition of globally recognized exhibitors, continued introduction of new graphics technology and its focus on presenting the premier sources of education, information and solutions for traditional and digital printing. For thirty six years, printers, creative professionals and marketing executives have relied on GOA to inform and educate them about leading edge advancements, new equipment, products and consumables. Everything needed to maximize a company's efficiency and profitability has been set up on the GOA show floor. GOA tradeshow attracts a large highly qualified buying audience from Latin America and the Caribbean, in addition to Canada, Mexico and the United States. Independent research shows 68% of buyers plan on making a purchase while on the show floor, while 70% of buyers plan on making a purchasing decision within 3 months of GOA. Exhibitor space in 2011 covered 250,000 sq. ft., with attendees numbering 9,800 from 90 countries. The most prominent companies in the industry will be exhibiting and making product introductions at the show, ideal timing for important industry updates and new product technology.

Product Categories

Commercial Offset Printing
Automated Workflow
Digital Printing & Variable Data Printing
Flexography – labels - converting
Mailings & Fulfillment
Publishing & Digital Publishing

Wide Format Printing
Design & Pre - Press
In - Plant Printing
Publishing
Post Press
Newspapers & Publishers
UV Curing Press

Technical Programs/Conferences

Design Sessions given by American Graphic Institute

Spanish Technical Seminars

GOA EXPO Theater (English Technical Seminars on Production Management)

GOA presents seminars focusing on prepress production, management, sales, marketing as well as art and design. In addition, there are hands on computer lab, business opportunities and a brand protection conference.

GOA is the first event to showcase the convergence of traditional and digital printing in the International Marketplace and attendees will experience technologies not seen anywhere else.

A complete listing of technical sessions and conferences will be posted on the **GOA website on October 24, 2011. See <http://www.graphicsoftheamericas.com>.**

3. International Business Center

An International Business Center (IBC) will be managed by USDOC staff. The IBC will be located on the exhibit floor and will house a lounge area, meeting rooms will be available free of charge on a first-come first-served basis. Light refreshments will be served.

4. Onsite Facilities

A. The International Business Center will provide:

- private conference rooms,
- interpreters for language assistance
- an international lounge
- export counseling
- an electronic exhibitor list and pre-registration international visitor list (for on-site matchmaking)
- computerized product locators
- refreshments

B. Export Interest Directory: a listing of U.S. Exhibitors that have expressed an interest in exporting will be available prior to the show by email and at the show.